

Cotton States Publishing
and advertising Co.
"A Fruit Paradise".
Atlanta, 1895

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“A FRUIT PARADISE”

... ISSUED FOR ...

MADISON AND MORGAN COUNTIES,

GEORGIA,

. BY THE .

COTTON STATES PUBLISHING AND
" ADVERTISING COMPANY,

ATLANTA, GEORGIA.

1895.

ATLANTA, GA. :
THE FOOTE & DAVIES Co., PRINTERS AND BINDERS.
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MADISON, AND MORGAN COUNTY, GEORGIA.

Madison, the center and county seat of Morgan County, was laid out and incorporated in the year 1813. Its exact location was determined by the existence of a beautiful spring, near which the first courthouse was erected, and which still wells up in the very heart of the city.

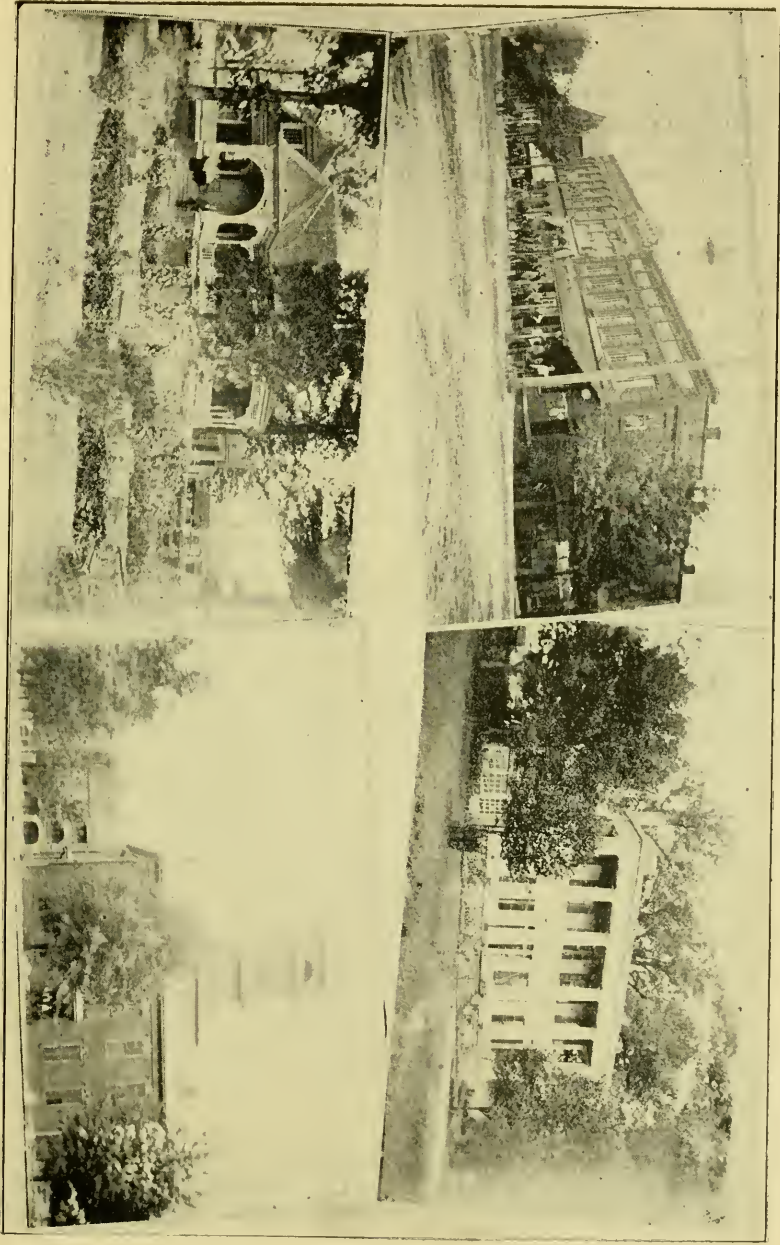
Owing to the great and varied resources of the county immediately surrounding Madison, the town has enjoyed a continued season of prosperity from the beginning of her history, at no time previous to the late civil war having suffered any serious calamity. For many years before the breaking out of the war between the States, Madison was known as one of the wealthiest towns of its size in the South, and was a center of culture and refinement.

Two large and widely known female seminaries were located here, and many wealthy planters from the surrounding country removed to Madison to secure her exceptional social and educational advantages. White's "Statistics of Georgia," published in 1849, states that at that time the town contained about 1,200 people, and was regarded as an exceptionally wealthy and progressive town. It then had a cotton factory running 2,016 spindles, and with a capital of \$70,000, and a number of commodious stores doing an annual business of \$230,000.

Even the changed conditions imposed upon Madison and her tributary country by the war, did not long retard her progress. Her picturesque and healthful situation, her mild yet invigorating climate, her proximity to the great commercial centers of the South, and the exceptionally high character and social qualities of her people, have all contributed to give her a continued and substantial growth. In 1870 her population numbered less than 1,400; in 1880 it had increased to 1,900; in 1890 to 2,500; and at present a busy and prosperous population of 3,200 are constantly adding to her wealth and importance.

Madison is situated on a high ridge which traverses Morgan County from the northeast to the southwest at an elevation of 760 feet. It is situated at the intersection of the main line of the Georgia Railroad, the oldest road in the State, and the Macon & Northern Railroad which has been completed within the last two years. It is 68 miles from Atlanta, the metropolis of the South; 103 from Augusta, the largest cotton manufacturing city in the South; 70 from Macon, and 32 from Athens, the seat of the State University. Ten mail and express trains pass through the town daily, and a sufficient number of freight trains to give an unexcelled service to shippers of fruits and perishable products. The volume of Madison's shipments may be inferred from the fact that she handles from 25,000 to 30,000 bales of cotton annually, and proportionate quantities of guano, agricultural implements and all the products of the factory and the farm.

VIEWS AT MADISON, GA



A mere enumeration of Madison's industries and institutions will perhaps give the best idea of the extent and variety of her interests. Madison has at the present time in successful operation an oil mill with a capital of \$35,000; a soap factory, a fertilizer factory, four steam ginneries, a mammoth compress with a capital of \$30,200; two carriage factories, a furniture factory with a capital of \$10,000; a grist and flouring mill, a bottling works, a distillery with a capacity of 120 gallons a day; an ice factory with a capital of \$10,500; a canning factory with a capital of \$10,000; a bank with a capital of \$75,000, surplus \$12,000, and a number of small industries operated by individual enterprise.

All of the industries named have paid the investors, not a single failure or suspension having occurred even during the stringency of the past few years. Other industries would pay equally well, and capital invested in Madison in a butter and cheese factory, a fruit crate factory, a machine and repair shop, a cotton factory, a variety works, or any factory suited to the natural products of the surrounding country, could not but yield handsome returns.

Madison's business houses are in keeping with her manufacturing interests, and her importance as a commercial center is equal to that of any town of its size anywhere. Not only is it the business center and distributing point for the smaller towns in the county—Rutledge, with a population of 600; Godfrey with 200; Buckhead, Florence, High Shoals, Fairplay, Rehoboth and others—but for many of the towns in adjoining counties on the line of the Georgia, and the Macon & Northern Roads. There are in the town fifty business houses, three-fourths of which are commodious brick structures, doing an annual business of \$1,000,000.

Madison's public buildings and improvements would be creditable to a town of three times its population. The courthouse, placed in the center of a beautiful open square, has recently been improved by the erection of a tower clock at a cost of \$1,000; the county jail, erected in 1892, is of the most approved construction, costing \$8,000; there are two excellent hotels, one erected in 1891 at a cost of \$33,000; an electric light plant owned by the city costing \$24,000, furnishes lights for the streets and public and private buildings; and a telephone exchange connects the city with Atlanta, Macon, Athens and intermediate smaller towns.

The entire property valuation of Madison is over \$2,000,000, with a city tax of 50 cents per hundred dollars. The state and county tax is 97½ cents per hundred, and the county has no bonded indebtedness. The city has recently issued \$25,000.00 in bonds to build schoolhouses, being the only bonds outstanding against the city.

The foregoing partial enumeration of Madison's commercial interests and financial condition is in itself a commentary on her social and educational attainments. Material prosperity is usually accompanied with superior educational and religious advantages. Every material gain brings its spiritual blessing, and Madison is no exception to the rule. Her

public schools, which have a nine months term and include a complete high school, are unexcelled in the State. At the present time two new brick school buildings are being erected, the two to cost not less than \$25,000. One of these buildings, in addition to having a complete equipment of school furniture and apparatus, will contain a perfect auditorium for theatrical, musical and literary entertainments. In this most important matter of education, Madison invites comparison with any city North or South. Those who contemplate moving to this section from the North or West will find here educational facilities equal in all respects to those of their own section.

In addition to Madison's ample school fund the county has a fund of \$50,000, called the Braswell Fund, for the education of white orphan children.

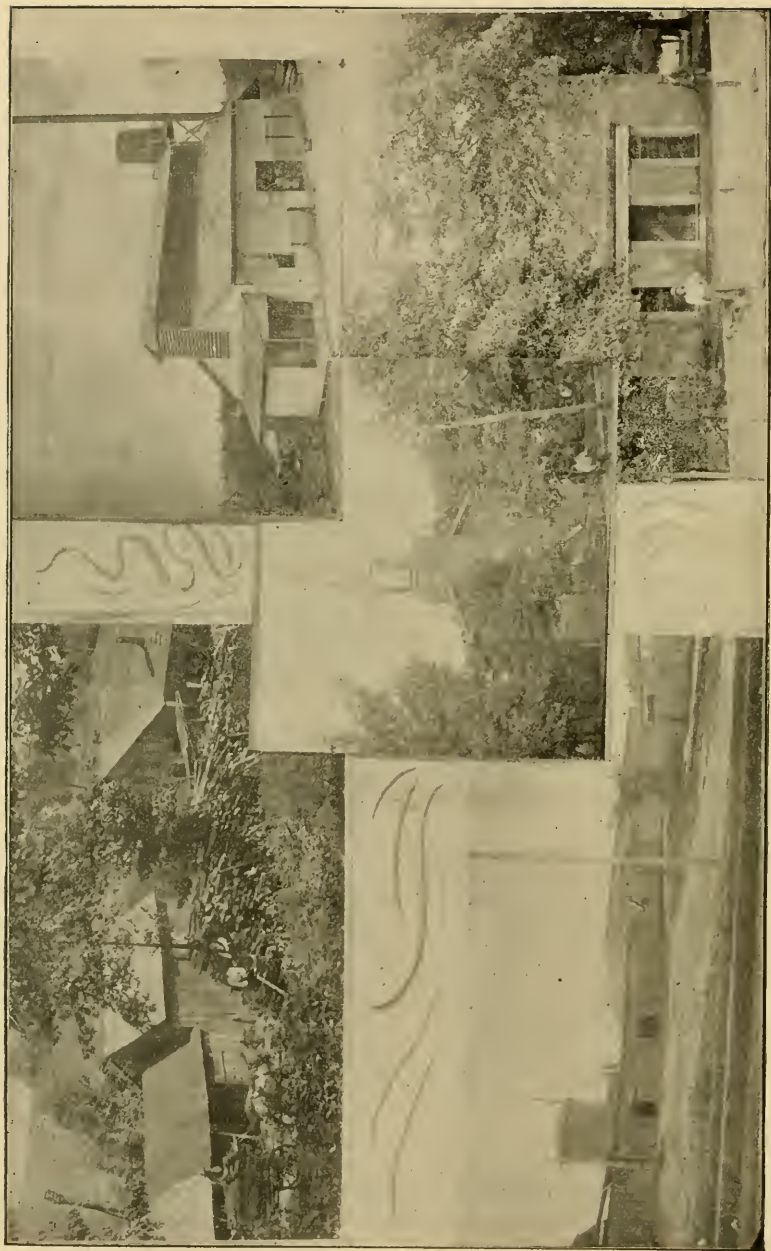
This fund was given to the county by Benjamin Braswell in the year 1817. The county has not only shown her appreciation of this munificent gift by a proper use of it, but has erected a handsome monument to the giver. This monument stands in the public square in Madison.

The schools are supplemented by an attractive public library, open every afternoon and evening, and by two excellent weekly newspapers the *Madisonian*, established in 1870, and the *Advertiser*, established in 1886. The churches of Madison are large and comfortable brick structures. There are Methodist, Baptist, Presbyterian and Episcopal churches for the white people, and Methodist, Baptist and Presbyterian for the negroes.

The town is quiet and orderly, and in this respect will compare favorably with any town of its size, either North or South. Its several saloons pay a yearly license of \$400.00 each, and are kept under strict surveillance. Serious crimes are of exceedingly rare occurrence in Madison, and petty misdemeanors are reduced to a minimum.

Though Madison has the appearance of a bustling little city, she has not neglected adornment. Her streets are straight, clean and well kept, shaded by beautiful water oaks and elms, both of which gain their largest stature and most symmetrical proportions here. The water oak is an ideal shade and ornamental tree, having the shape of a perfect cone and with a glossy leaf of dark green. It attains great size and age. In nearly every private yard may also be found the shapely and beautiful magnolia tree, with its mammoth white flower contrasting with its dark green foliage. Flowers of the finest varieties, which are so carefully nourished in hothouses in the North, grow out of doors here in the greatest profusion. Blue grass, though not indigenous to the soil, grows sufficiently to produce beautiful lawns.

Many of the private residences are expensive, and all neat and tasty. In and around the town are a number of the old-time mansions, with their stately proportions and magnificent sheltering old oaks. If, as George Eliot has somewhere said, "The house one builds for himself is an outward expression of his own character," the builders of these old Southern mansions must have had the largest and most hospitable natures.



VIEWS AT MADISON, GA.

The society of Madison is of a high order. There are among the young people, several literary and musical clubs, which are well sustained. All of her people are fond of practicing those little social amenities which make life worth living; and to strangers, as well as to each other, they are ever ready to extend any courtesy or needed assistance.

Visitors from the North and West to the Cotton States and International Exposition, should arrange to include in their journey a trip through Middle Georgia. This section of the State is easily accessible from Atlanta, and will afford a delightful resting place after a visit to the crowded city. Georgia is distinguished among all of the Southern States for the number and beauty of her small towns, as well as for the salubrity of her climate and the productiveness of her soil, and of these towns, those of this section of the State are pre-eminently the most attractive. Those who come and make a personal investigation, will find that no portion of the Union to-day is making a more rapid or substantial progress than Middle Georgia. In no section are a greater number of industries being started or lands more rapidly appreciating.

To you who read this pamphlet, a cordial invitation is extended to visit Madison and Morgan County. Whether you stay but for a day or for years, whether you come simply as a visitor, or with the view to establish your home in a more genial clime than that to which you are accustomed you will be welcome.

Morgan County, of which Madison is the capital, was taken from Baldwin County, and was laid out as a separate county in the year 1812, having been named in honor of General Daniel Morgan, of Revolutionary fame. The county was originally settled principally by immigrants from Greene and counties to the east and southeast, with a considerable sprinkling of Virginians and Carolinians. At a somewhat later date, quite a number of immigrants from Connecticut moved into the county, assisting very materially in its rapid development.

The topography of Morgan County is very similar to that of Western New York or Southwestern Ohio, being gently rolling, and supporting a magnificent native growth of hard wood forest. Geologically, it lies in what is called the primary formation, being underlaid at different depths with a granite formation.

The climate of Morgan County is as nearly ideal as that of any portion of this country, and is like that of some of the fairest portions of the globe. An isothermal line drawn through this portion of Georgia, and extended around the earth, would pass through those countries which have in all ages been celebrated for the production of the most luscious fruits. Southern France, a part of Spain, Sicily and other countries enjoying a similar climate and vegetation, would be touched by this line. The elevation of Morgan county, averaging about 700 feet, mitigates the heat which would be felt in a lower country having the same latitude. The air here is tonic and bracing, the summers being much cooler and more pleasant than in

the Northwestern States, the thermometer rarely registering 95 degrees. The nights are uniformly cool. The winters are delightful, the temperature but seldom falling as low as 20 degrees. There is enough cold to kill the germs of disease, and to give the system a needed tonic, but not enough to make out-of-door work unpleasant for more than a few weeks in the year.

Mr. Buckle, in his marvelous work, "The History of Civilization," says: "Of all the physical agencies which have originated the most important consequences in regard to the general organization of society, climate ranks first." Climate, more than any other one agency, gives or destroys health, and lies at the foundation of all human progress and development. In this section, no superfluous energy need be expended in combating the destructive tendencies of excessive heat or severe cold, of disastrous storms or drouths, or more than all, of the diseases incident to less favored climes. The lung and throat troubles of the far North, the fever and malaria of the extreme South, and the catarrhal and rheumatic affections of the mountains, are not found here. While the climate is sufficiently mild to make out-of-door life pleasant through most of the year, it is not enervating, and the people not only enjoy an immunity from disease, but enjoy vigorous health.

The perfect drainage of the country and the abundance of pure free-stone water in Morgan County are also important factors in maintaining its unexcelled healthfulness. Miasmatic or febrile influences cannot thrive in this section, and epidemics do not occur. The governmental health officers have always regarded two per cent as a very low death rate; and yet the United States census enumerator for this district states in his mortality report that after a careful canvass he found the death rate to be but $1\frac{1}{8}$ per cent. There can be no higher evidence of the healthfulness of this section. The soil of Morgan County is generally of a chocolate or red loam, with a grey or sandy loam in some portions. The soil is everywhere underlaid with a clay subsoil, sufficiently firm and compact to hold the fertilization and moisture of the upper soil. The red soil is the strongest, though the grey lands are more easily worked and are not so easily affected by dry seasons. The grey lands also assimilate fertilization readily and may by proper cultivation be brought up to a high standard of fertility. The bottom lands throughout the county are exceedingly rich, and will with the same effort produce as bounteous crops as the best lands in Ohio, with the additional advantage of producing several crops in the same season.

Morgan County is exceptionally well watered, as may be inferred from the following historical fact. When the county was first laid out it was divided into lots of $202\frac{1}{2}$ acres each, each lot containing one square chain. These lots were drawn for under the old lottery act at Milledgeville, at that time the capital of the State. It was found that in the entire county, which comprises about 272 square miles, but one lot of $202\frac{1}{2}$ square acres

was without running water. This was long known as the "dry lot" and by special agreement the holder of it was granted the water privileges of his neighbors. This statement is the more remarkable when it is remembered that the mean velocity of the streams in the county is four miles an hour. There are no swamps nor standing ponds. The streams are largely spring fed and are clear and beautiful.

Many of these streams furnish power sufficient to operate small mills, of which there are quite a number in the county. Indian, Sugar, Sandy, Hard Labor and other creeks might be further utilized in supplying power for saw mills, and flouring and grist mills. On the Appalachee river, which forms the eastern boundary of Morgan County, dividing it from Oconee and Greene Counties, are a number of shoals which would furnish excellent power and which might be utilized at a comparatively small expense. At "High Shoals" on the Appalachee, at the extreme northern part of the county and sixteen miles from Madison, the excellent power is already partially utilized. At that point a cotton factory is being successfully operated—so profitably indeed, that its stock has never been for sale, and it is constantly enlarging its capacity.

No county in the State had a finer natural growth of timber than Morgan County. Oak of all kinds, hickory, chestnut, walnut, ash, elm and yellow pine clothe the hills and border the water courses. Although much of the larger timber has been cleared away much yet remains that might be profitably used. There is still an abundance of hard woods, suitable for the manufacture of furniture, wagon stock and agricultural implements, which would find a ready sale in the immediate section.

Of the minerals in Morgan County gold has been discovered near Rutledge in the extreme western part of the county, though it has never been worked and probably does not exist in paying quantities. A vein of high grade magnetic iron ore has also been found in the southern part, near Putnam County, though it has not as yet been worked. Beds of kaolin and soapstone, are found in the southern part. Granite has already been extensively quarried in Morgan County. It exists in inexhaustible quantities and is of the finest quality.

But agriculture is now, and must ever be, the greatest source of Morgan County's wealth. In this county, as throughout the State, "King Cotton" too long held sway to the exclusion of other products which would have proven more remunerative, and kept his own subjects in ignorance of the unused agricultural resources with which they have always been surrounded.

Now that diversified farming is being introduced in this section and the old-time plantation, which was so carelessly cultivated, is being divided up into small farms which are cultivated on the intensive plan, it is found that many crops are much more profitable than cotton ever was. Fruits, melons and berries of all kinds, wheat, corn, oats and all of the cereals grown in the temperate zone, the most nutritious grasses, all of

the domestic animals, poultry, bees—in fact almost every variety of farm and garden products may be successfully cultivated here.

If any section could be appropriately called "A Fruit Paradise," where all the fruits which live in the temperate zone are grown, and where they attain their highest state and produce the most abundantly, Morgan County may well claim that title. For while many parts of Georgia justly call themselves the home of the peach, grape, pear and small fruits, as strawberries, raspberries, etc., adaptation of soil to the general farm products, healthfulness of climate, pure water, railroad facilities, proximity or access to market, schools, the enterprise of present inhabitants—all tell in favor of certain localities.

It is to be borne in mind that not only is Georgia destined to furnish a large crop of fruits of all kinds for Northern communities, large and small, from May to August, but those communities which are within easy reach of railways leading direct to these cities are to do this work. These circumstances insure good prices. A yearly crop of peaches would pay well at 25 cents per bushel. They uniformly quote, in Northern cities, at \$3 to \$3.50 per crate of three pecks, during the above period of ten weeks, the very time in which our best varieties of fruit are ripening.

Although Morgan County is not as yet engaged so extensively in fruit culture as of some counties further South, enough has been done to show that those counties possess not a single element of success which is not fully shared by this section. When these communities and others in the State were freely represented in the Atlanta market the following appeared in the *Atlanta Journal* relative to the character of the Georgia peach:

"Some of the most beautiful peaches ever seen in Atlanta were received at the *Journal* office from Col. DeWolf, of Morgan County. They came from his famous Sugar Creek farm, on which there is an abundance and variety of fruit. Col. DeWolf is a Northern man, who came to Georgia several years ago and settled near Madison. He has been a very successful farmer, and now has one of the best and most productive farms in the State."

Several gentlemen having baskets of peaches from this orchard took pains to investigate for their own satisfaction, and with reference to the question of future investment, and reported that "no such half bushel basket of peaches could be picked out from those on sale in the whole city put together." Abundant evidence of the same kind can be secured both in Atlanta and Madison by persons fully acquainted with the conditions necessary to judge. A fruit merchant from New York, after inspection, offered Col. DeWolf, formerly State School Commissioner of Ohio, \$2,500 for the fruit on his eight-acre orchard, on condition that he could find enough in the neighborhood to fill a refrigerator car as the varieties ripened. Other orchards near the city have, with their superior fruit, borne similar testimony.

Other fruits and berries are grown to the same perfection. The strength of Morgan County's soil gives a peculiar richness to the fruit, as well as a larger size and higher color. Grapes do well, and the melons grown here cannot be excelled. Vegetables of all varieties are easily raised and mature for the early markets.

Dairying is becoming one of Morgan County's most important interests, and is destined to be, perhaps, its chief source of wealth and importance. This fact will render this section particularly attractive to Northern and Western farmers, who, with the disadvantages of their severe climate and long winters have become skilled in this occupation. In Morgan County, owing to its innumerable springs and running streams, its wealth of pasturage, and the long seasons during which cattle may graze on nutritious grasses, these Northern dairymen would find their occupation much easier and much more profitable than at home, while the best markets are easily accessible.

Cow peas (which are used for ensilage when green), vetch, clover, lucerne, and the famous Bermuda grass, all grow luxuriantly in Morgan County. Of these, the Bermuda takes the lead, it having been pronounced, by an Ohio chemist, to be the most nutritious grass grown. One acre of Bermuda grass will keep a cow in perfect condition during the entire year, affording pasturage in summer and hay in winter. As a renovator of the soil, as well as a stock food of the very highest value, Bermuda grass may almost be called the agricultural hope of the South.

As a crop, this grass is very profitable, yielding, with careful cultivation, two crops on the same land in one year, averaging two tons to the acre, each crop, and selling readily at from \$10 to \$15 per ton.

In this brief article, it has been impossible to even barely enumerate all of the products of the farm and field which may be successfully grown in Morgan County. It may be safely said, that here the farmer may produce in his own fields everything needed to comfortably sustain life, except those few exotic luxuries to which we have become accustomed. He can have all the domestic fowls and all of the domestic animals which furnish food and raiment; he can supply his table at a minimum of labor, with the vegetables, which form so large a part of his daily food; with bread made from his own wheat or corn, and sugar made from his own sorghum or cane; he can produce abundantly that vegetable wool, cotton, which clothes the world; and he can enjoy the most luscious melons, fruits and berries that were ever ripened by the sun, and that oftentimes when the far Northern hills are mantled with snow.

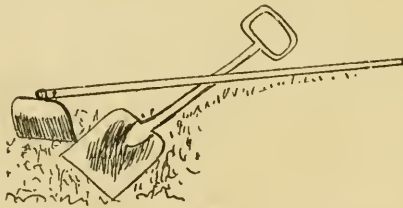
It is this wonderful variety which constitutes the wealth of Morgan County. This section is not, as many Northern people suppose, a semi-tropical country, but a country very similar to their own in point of natural products, yet having the advantages of a more equable climate and longer seasons. Whatever the Northern farmer, fruit grower or gardener has done at home, he can do here, with less labor and a more certain re-

ward. Here, his crops are not cut short by excessive rains or long continued drouths, nor the products of his summer's labor consumed by himself during the enforced idleness of a long and dreary winter. Nowhere can a comfortable living be obtained more easily than here.

There is already quite a sprinkling of Northern and Western people in Morgan County, and they are invariably more than pleased with their adopted country.

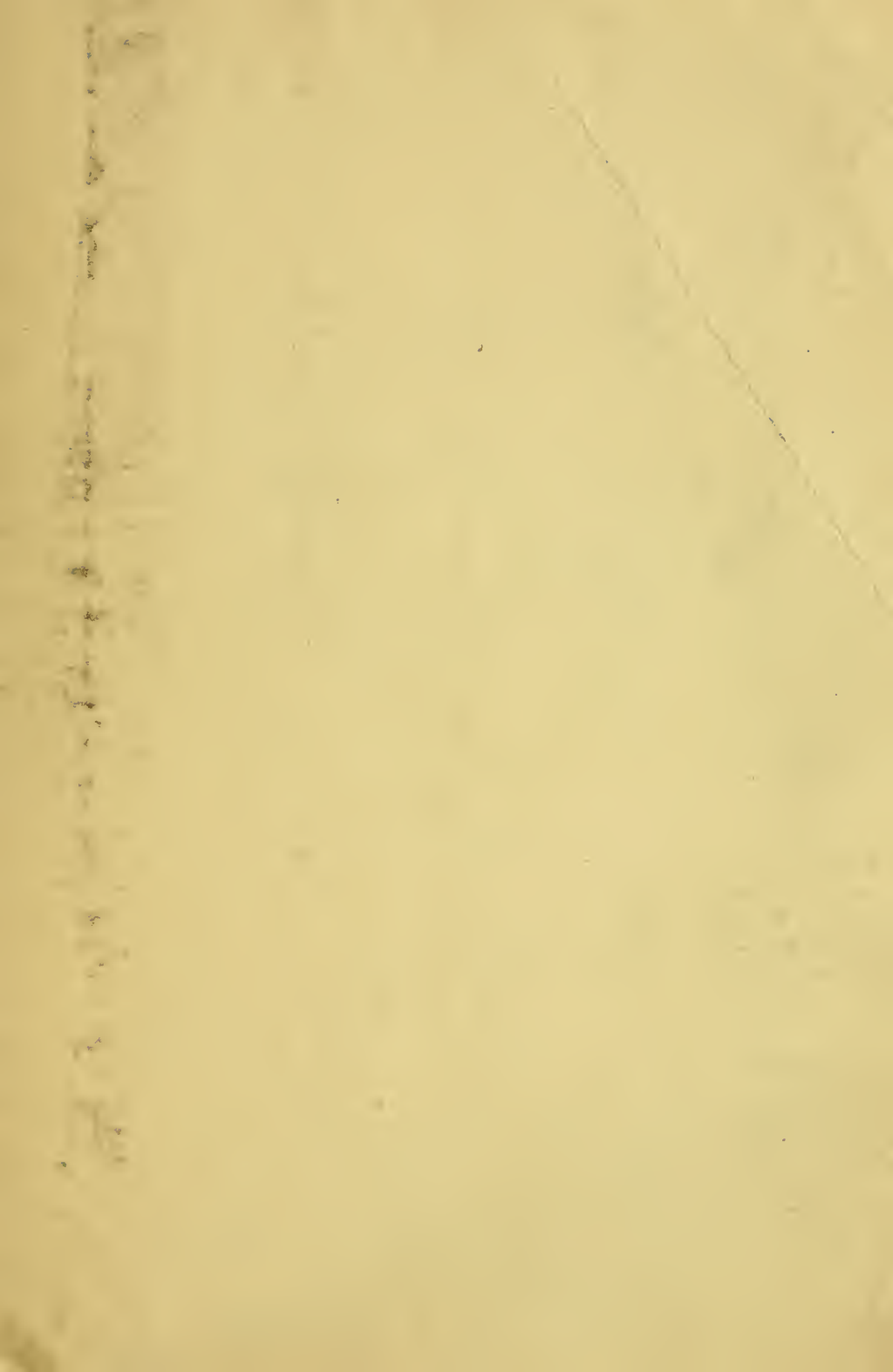
Lands in Morgan County may still be purchased at from \$7 to \$20 per acre. These lands are accessible to the railroads and towns of the county, and must constantly appreciate in value.

For further information regarding conditions in Madison, or Morgan County, address Mr. W. R. Mustin, Mayor, or Mr. J. H. Hunter, Chairman County Commissioners, Madison, Georgia.



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